



STATE OF MONTANA DEPARTMENT OF REVENUE JOB PROFILE

Working Title

Communications Specialist

Job Code Title

Public Relations Specialist

Pay Band

05

Job Code Number

273315

Director's Office

Executive Office
Public Relations Unit

Fair Labor Standards Act

Non-Exempt

The Montana Department of Revenue administers more than 30 state taxes and fees; establishes values for taxable property, including agricultural land, residential real estate, commercial real estate, forest land, business equipment, railroads and public utilities; supervises the operation of the state agency liquor stores and administers the laws governing the sale, taxation, and licensing of alcoholic beverages and tobacco products; returns unclaimed property to its rightful owners; and determines how state taxes and liquor and tobacco laws apply to Indian Tribes and tribal members in Indian Country.

The Director's Office supports the agency's Director and is composed of four work units: Legal Services Office; Office of Tax Policy and Research; Office of Human Resources and Organizational Development; and the Executive Office. The Executive Office includes the administrative support staff, fiscal administrator, public relations, and taxpayer assistance and public outreach.

Job Responsibilities

The Communications Specialist coordinates the department's internal communications and assists with various aspects of the department's public relations, media relations, and general communication efforts. The incumbent works on a variety of projects designed to provide accurate, pertinent, timely, accessible, and consistent information to various audiences, both internal and external to the agency. The work includes assisting with the development and implementation of internal communications activities; handling the department's information services, including creating general interest publications; providing backup to the public information officer; and assisting with the department's response to disaster and emergency situations. The position reports to the Public Information Officer and does not supervise other staff.

- **Coordination of Internal Communication 40%**

The incumbent coordinates and facilitates the department's internal communications to ensure that employees receive work-related information that is accurate, pertinent, timely, accessible, and consistent.

1. Works with the Public Information Officer to develop and implement an integrated internal communications strategy with all divisions.
2. Leads a multi-divisional workgroup dedicated to discovering, testing, and implementing better internal communications.
3. Writes and/or edits and distributes all department-wide employee e-mails to share information on department changes, payroll activities, employee benefits, best practices, celebrations, upcoming events, and other work-related topics.
4. Receives employee ideas and concerns as the primary contact for the Communications Unit, and follows up to ensure implementation and resolution as appropriate.

5. Provides regular reviews of the department's internal communications using a variety of communication measurement tools.
 6. Assists the Director's Office in keeping department staff informed and updated on current issues that may affect daily work duties and workload. Aids cross-divisional communication involving the Director's Office and its work. Oversees the efforts of the Director's Office to provide user-friendly content on the employee intranet site and in the department's electronic newsletter.
- **Agency Publications and Other Information Services 30%**
 The incumbent works with the Public Information Officer, as needed, to develop long-range plans for publications and other agency information services, and helps to establish the agency editorial policy as part of those services.
 1. Creates print and online publications, brochures, agency reports and other documents used to inform and educate the public.
 2. Reviews and evaluates publications to assess effectiveness of communications and recommends changes to scope, format, content, presentation, and other characteristics. This includes recommendations on production specifications, costs, timelines, and related considerations.
 3. Coordinates publication workload to ensure the timely completion of all work by prioritizing work that needs to be done, setting draft and review deadlines, and making sure that written materials have been carefully reviewed and revised before they are released to the public.
 4. Seeks and encourages feedback from readers, contributors, agency managers, and others to evaluate the effectiveness of publications in providing accurate, accessible, and relevant information to target audiences. Conducts and analyzes surveys. Gathers information through reports from coworkers who have received feedback; from people who call and request copies of written materials; and from comments included in written materials.
 5. Prepares reports for the Public Information Officer detailing and evaluating the agency's publication activities to implement long-range programs and projects.
 - **Assistance with External Communications Activities 20%**
 The incumbent assists the Public Information Officer, as needed, in communications planning and day-to-day management of public relations activities. The position also covers the duties of the Public Information Officer whenever backup coverage is required.
 1. Assists the Public Information Officer in the development of communications plans, programs, policies, and procedures according to department objectives, public information needs, available media venues, target audiences, and effective communication channels.
 2. Assists in researching various issues that affect the department and in evaluating intended audiences.
 3. Assists the Public Information Officer in analyzing and evaluating the effectiveness of department communications to assess overall effectiveness and identify opportunities for improvement.
 4. Helps to develop communication programs to foster positive public perceptions of the department and its work; promote public interest and involvement; and maintain open and accessible communication channels between the department, its stakeholders, and the general public.
 5. Covers the public relations and media relations duties of the Public Information Officer whenever backup coverage is required. This includes, but is not limited to, coordinating news conferences; issuing news releases; handling media requests; monitoring media coverage; planning and preparing public presentations; writing speeches, talking points, and model responses for speakers; assisting with the mediation of sensitive or contentious communications; and developing model responses to high-level issues.
 6. Oversees the design, content, and functionality of the department's e-communications and writing programs whenever the Public Information Officer is unable to provide oversight in those areas.
 7. Assists the Public Information Officer in implementing the department's crisis communications plans during a disaster or emergency situation.

- **Other Duties as Assigned 10%**

1. Performs other duties as assigned by Public Information Officer.

Job Requirements

To perform successfully as a communications specialist, the incumbent must be self-motivated; possess a strong work ethic; maintain a positive attitude; and enjoy working with, and for, the public. It is essential that the incumbent has the ability to understand information and ideas presented through spoken words and sentences and translate them to written communications. Skills in communicating verbally and through writing; planning and organizing work; interpreting laws; providing training; adapting written communication to the intended audience; determining the adequacy and accuracy of information; and developing appropriate formats for each project are required. Incumbent is required to establish effective working relationships with employers, co-workers and other agencies; manage transitions effectively; and adapt to varying customer needs.

This position requires knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, syntax, and grammar; agency policies; the legal and ethical standards of journalism and public service; and the principles and practices of editing. This includes knowledge of technical and business writing standards; research and analysis; desktop publishing; computer technology related to agency writing; data management techniques and tools; and techniques for customer needs assessment and evaluation of customer satisfaction.

- The minimum level of education and job-related work experience needed as a new employee **on the first day** of work is a bachelor's degree in English, journalism, technical writing, or a closely related field and one year of job-related work experience.
 - Work experience should include developing, writing, editing, and proofing professional documents.
 - Five years of experience developing, writing, editing, and proofing professional documents or developing informational materials and independently managing writing projects will substitute for the above education and experience.
 - Other combinations of education and experience will be evaluated on an individual basis.

Department Core Values

- **Respect:** As a representative of the people of Montana, proceeds with the highest level of respect for the dignity of every person contacted through work. Without exception, all people are treated as equally as possible. The employee is a faithful steward of the resources provided to this agency by the citizens of Montana.
- **Integrity:** Conducts work honestly and makes decisions that establish a clear record that the department serves the public with integrity. Apologizes for mistakes and gives credit to others for their cooperation, work, and ideas in achieving positive results. Accountable for their actions and holds others accountable for theirs. Decisions and judgments achieve equity and justice for all parties involved including citizens and co-workers.
- **Productivity:** Consistently strives to minimize the waste of the department's financial, facilities, and human resources. Diligently works to improve the productivity and effectiveness of the work unit. Welcomes and encourages new ideas on improving the results of the department from the public, other officials, colleagues, and supervisors. Approaches work in a manner that builds goodwill, trust, and cooperation internally with other staff and externally with the public.
- **Teamwork:** Maximizes cooperation and teamwork when working with other employees, divisions, and other state agencies. Willing to work with others for the opportunity to learn from their ideas, talents, and knowledge. Seeks to resolve conflicts with other employees and work units in an open and respectful manner that reinforces teamwork. Celebrates the successes of others.

Working Conditions

This position has considerable mental stress and pressure due to workload, deadlines, and time constraints. At times, the incumbent will deal with difficult individuals to resolve concerns. This may cause stressful work conditions and a high degree of mental stress. The incumbent will be required to

multi-task and pay strict attention to details and accuracy. As a Department of Revenue employee, the incumbent may come into contact with highly confidential financial and tax information and is required to maintain the highest level of confidentiality regarding all information acquired or used in performing this job. Work hours may exceed 40 hours per week from time to time. This position requires considerable computer and keyboard use. The incumbent may spend considerable time on the phone. Lifting is infrequent, less than 15 pounds and includes carrying light items such as papers and books. This job requires regular attendance as scheduled by the supervisor. This job cannot be performed at an alternate work site.

Special requirements

- Background Examination: Applicants for this position will be subject to a criminal background review before being considered for employment. Individual circumstances involving a criminal conviction will be reviewed to determine an applicant's eligibility for employment.
- Compliance with All Appropriate Montana Tax Laws: An employee's tax status must be current.

This job profile was produced by the Office of Human Resources in conjunction with the appropriate managers.

Division Administrator Review: The statements in this job profile are accurate and complete.

Signature: Alan Peura, Deputy Director Date: December 2011

Human Resource Director Review: The Office of Human Resources has reviewed this job profile.

Signature: JeanAnn Scheuer, Human Resource Director Date: December 2011

Employee: My signature below indicates I have read this job profile and discussed it with my supervisor.

Signature: _____ Date: _____

Name (print): _____